



## RESOLUTION

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APPROVING A FOUR-DAY SUSPENSION OF FARES AND DISTRIBUTION OF HOLO CARDS WITH A PROMOTIONAL ONE-DAY PASS TO CELEBRATE THE GRAND OPENING OF THE HONOLULU RAIL SYSTEM AND TO PROMOTE RIDERSHIP ON THE MULTIMODAL MUNICIPAL TRANSPORTATION SYSTEM.

WHEREAS, the City and County of Honolulu ("City") has scheduled the opening of the long-awaited Honolulu rail transit on June 30, 2023; and

WHEREAS, the opening of the Honolulu rail system is an exciting event that brings communities together and promotes sustainable transportation; and

WHEREAS, the City finds it to be an important public purpose to demonstrate the new system to all residents and potential riders of the system as part of the Grand Opening ceremony, and

WHEREAS, many cities have celebrated the opening of new rail lines by offering free transit on the first few days of operation, which encourages people to try out the new service and helps to build momentum for ridership in the future; and

WHEREAS, the City Council ("Council") recognizes the importance of promoting public transportation as a vital part of our transportation system, and seeks to encourage the use of public transit by all members of our community; and

WHEREAS, in addition to the Honolulu rail system, the City has an award-winning public transportation system that provides fixed route ("TheBus") and supplemental special transit services ("Handi-Van") to both residents and visitors; and

WHEREAS, to celebrate the new rail system, the Council will allow limited demonstration rides onto the new rail system between 2:00 p.m. and 5:00 p.m. on the day of the Grand Opening; and

WHEREAS, the Department of Transportation Services ("DTS") will implement new bus routes and adjust other bus routes to better connect with the rail system and provide integrated multimodal transit service to area residents; and

WHEREAS, in order to enhance the customer experience, increase ridership and promote seamless integration between TheBus and the Honolulu rail system, the DTS has implemented the HOLO smart payment card. The HOLO card automatically provides the best value for multiple trips and simplifies fare payment through the HOLO card program; and



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WHEREAS, the City has adopted an integrated transit fare program whereby transfers between buses, and between bus and rail, shall be considered a single trip. Riders of TheBus will be able to transfer to rail, and riders of the rail will be able to transfer to TheBus without payment of an additional fare, within a two and a half hour period. Transit passes or capped fares shall be applicable on both the rail system and TheBus; and

WHEREAS, the City, with the Council's approval, may implement suspension of fares promotions. Specifically, Section 15B-2.6(a)(1), Revised Ordinances of Honolulu 2021 ("ROH"), provides that the Council may suspend the fare structure, or any part thereof, of the City's bus system, supplemental bus service or the supplemental special transit service for promotional purposes for a period not exceeding one week; provided that any such suspension does not decrease the total average monthly fare collection, when full fares are collected, by more than five percent; and provided further that such suspension be for the purpose of promoting the public ridership of the City's bus system or the special transit service by eligible persons; and

WHEREAS, promoting the opening of the West Project Segment of the rail system, from East Kapolei to Aloha Stadium, necessarily entails promoting the rail-bus integration that has been achieved through routes and fares; and

WHEREAS, promoting the opening of the West Project Segment of the rail system is intended and expected to boost both bus ridership and rail ridership as complementary modes of an integrated public transportation system; and

WHEREAS, the Council finds that a four-day suspension of fares promotion for riders who use their activated HOLO cards to access the City's bus system, supplemental bus service, the supplemental special transit service, and the new rail system beginning on July 1, 2023, through July 4, 2023, will help build bus ridership and promote awareness of, and encourage the public to experience first-hand, the benefits of being a public transit passenger today with all of the available service enhancements, including restructured bus routes, service enhancements, and the convenience of the HOLO card; and

WHEREAS, additionally the Council finds that the distribution of commemorative HOLO cards with a one-day pass through a cooperative arrangement with organizations and businesses in the vicinity of the new rail system can help promote utilization of new or adjusted bus routes and rail system usage. The availability of a special card to residents who wish to experience the new bus routes and the Honolulu rail system may help build ridership on the bus system and the new rail system; and



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WHEREAS, to allow area residents the opportunity to sample the integrated bus/rail transit system for commuting purposes, the City with the organizations and businesses in the vicinity of the rail service plan to distribute up to 10,000 free HOLO cards with an embedded one-day pass that may be used for one complete free day of transit, on any day, beginning July 5, 2023, through September 30, 2023; and

WHEREAS, the combination of the four-day free transit ride period and the distribution of 10,000 one-day pass HOLO cards, which would amount to less than a day's worth of trips on TheBus, is equivalent to the suspension of transit fares for less than a one-week period; and

WHEREAS, the Council finds that the promotion may encourage current cash-based riders to transition to the HOLO card, which will provide a more affordable option for residents and further the growth of the City's public transit system as it transitions to a cashless system; and

WHEREAS, the Council further finds that the four-day suspension of fares and distribution of HOLO cards with an embedded one-day pass complies with ROH § 15B-2.6(a)(1) by promoting ridership and is not anticipated to decrease the total monthly fares collected by more than five percent; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that, in order to celebrate the opening of the new Honolulu rail system and to promote ridership on the new system and use of the HOLO card, it hereby approves a four-day suspension of fares from July 1, 2023, through July 4, 2023; pursuant to which, no fares will be charged to riders who tap their activated HOLO cards on any transit mode; and

BE IT FURTHER RESOLVED that in order to allow area residents the opportunity to sample the integrated bus/rail system for commuting purposes, the City, together with businesses in the vicinity of the rail service may distribute up to 10,000 free HOLO cards with an embedded free day pass. The day pass may be used for one complete free day of transit, on any day, beginning on July 5, 2023, through September 30, 2023. Area businesses that participate in the HOLO Card distribution must participate in a program with the City to publicize and promote ridership on the City's public transportation system; and

BE IT FURTHER RESOLVED that prior to the implementation of this four-day suspension of fares promotion, the Department of Transportation Services shall provide the Council with the following information in writing:

1. Details regarding the specific service changes, route modifications, HOLO



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card benefits, or any combination of these promotional features or other multimodal transit system features that will be the focus of the promotion; and

2. Information on the HOLO card program, including how HOLO cards will be distributed and the total number of HOLO cards the Department of Transportation Services anticipates distributing for the promotion; and

BE IT FURTHER RESOLVED that in accordance with ROH § 15B-2.6(b), the following criteria will be used by the Department of Transportation Services to evaluate the success or failure of this promotion:

1. The number of HOLO cards that are issued, and the number of HOLO cards that are activated, during a three-month period beginning on July 1, 2023, and ending on September 30, 2023;
2. The number of HOLO cards used at least once during the promotional period;
3. The number of HOLO cards that are registered online during and after the promotional period;
4. The number of new HOLO cards used and a breakdown of usage over the three-month period between July 1, 2023, and September 30, 2023;
5. Daily ridership on the Honolulu rail system for the three-month period of July 1, 2023; through September 30, 2023;
6. Daily ridership on TheBus for the three-month period of July 1, 2023, through September 30, 2023;
7. All cost components related to the promotional program; and
8. All non-cost, administrative, or operational components of the promotional program; and



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BE IT FURTHER RESOLVED that in accordance with ROH § 15B-2.6(c), within 60 days following the four-day suspension of fares promotion, the Department of Transportation Services shall submit a report to the Council that includes, but is not limited to, the following information:

1. Community benefits gained as a result of the promotion, with the identification of criteria, measures, and parameters used to determine the resulting gain;
2. Data on ridership before, during, and after the promotion and a discussion of how that data correlates to the promotion, including a comparison to ridership data over other comparable periods;
3. The associated cost to the City for this promotion;
4. An assessment and evaluation of the overall success of the promotion based on the criteria set forth in the resolution, including, but not limited to, increased ridership and increased use of the HOLO card; and
5. Recommendations on any future actions or promotions, or both, that can and should be implemented; and



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BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the Mayor, the Managing Director, and the Director of Transportation Services.

INTRODUCED BY:

Tony Waters (br)  
Gregory

DATE OF INTRODUCTION:

MAY 11 2023

Honolulu, Hawaii

Councilmembers

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CERTIFICATE

RESOLUTION 23-97

Introduced: 05/11/23 By: TOMMY WATERS  
TYLER DOS SANTOS-TAM - BY Committee: COUNCIL (CCL)  
REQUEST

Title: APPROVING A FOUR-DAY SUSPENSION OF FARES AND DISTRIBUTION OF HOLO CARDS WITH A PROMOTIONAL  
ONE-DAY PASS TO CELEBRATE THE GRAND OPENING OF THE HONOLULU RAIL SYSTEM AND TO PROMOTE  
RIDERSHIP ON THE MULTIMODAL MUNICIPAL TRANSPORTATION SYSTEM.

Voting Legend: \* = Aye w/Reservations

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05/11/23	INTRO	Introduced.
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05/17/23	CCL	Adopted.
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9 AYES: CORDERO, DOS SANTOS-TAM, KIA'ĀINA, OKIMOTO, SAY, TULBA,  
TUPOLA, WATERS, WEYER

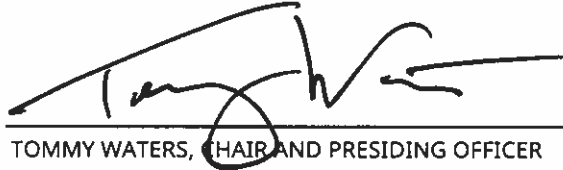
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I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this  
RESOLUTION.



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GLEN I. TAKAHASHI, CITY CLERK



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TOMMY WATERS, CHAIR AND PRESIDING OFFICER